

ANOTHER TOBACCO RELATED PERFIN By Rosemary Smith.

Bulletin 261/7-9; 262/6-7; 263/20-22.

Since W.W.I the social desirability and acceptance of smoking has gone from one extreme to the other.

During both world wars our troops were actively encouraged to smoke as a means of relaxation and easing tension and fear. This was particularly so during W.W.I when many charities were started to send 'smokes' out to the troops.

The following postcards show how two such charitable organisations collected money for the Tobacco Fund and the involvement of MARTINS LIMITED, Cigar Shippers of 210 Piccadilly, London W.I.

The picture side of the first postcard showed the actress Dorothy Langley who, like many artistes, sold her photograph for "The Performer" Tobacco Fund. The words on the bottom of the card read "A special arrangement has been made with Martin's Limited, 210 Piccadilly, London W., to pack and despatch these 1/- parcels duty free from in bond - - - "

The second card shows a soldier lighting up his pipe on the battle field and the caption reads "ARF A 'MO' KAISER!" This card is from "The Overseas Club" and that too had a Tobacco Fund in the 1st World war. Part of the printing reads "Every 1/- provides a 2/9d gift parcel for a man in the fighting line, viz.:-

1/4lb Tobacco
50 Cigarettes
A Box of Matches and a
Postcard addressed to the donor"

This second illustrated item was one of these cards, addressed to New York and bears the perfin M/Ld of Martins Ltd.

It is also interesting to note that the following are named as Patrons of this Tobacco Fund, giving their blessing to the 'evil weed'.

Lt. General Sir Robert Baden-Powell, Chief Scout.

General Booth of The Salvation Army.

Rev. and Hon. Edward Lyttleton, Headmaster of Eton.

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Miss Dorothy Langley is selling her photographs for the benefit of the brave men at-the-Front.

The money received is devoted to sending 1/- parcels (really 3/6 worth) of tobacco and cigarettes through "The Performer" Tobacco Fund.

And one of these photographs is enclosed in each parcel to liven up a Dug-out

Will you help to make the men happy?

The more photographs you buy the more cigarettes will be sent, and the more men you will make happy

As nearly all the leading artistes are selling their photographs through "The Performer" Tobacco Fund, you can make a souvenir collection by sending your remittance direct to :—

Hon Treasurer,

"The Performer" Tobacco Fund,
18, Charing Cross Road,
London, W.C. 2.

5/- will buy a collection of 20 artistes
every one different, and post free

10/- will buy a collection of 40 artistes
every one different, and post free

21/- will buy a collection of 100 artistes
every one different, and post free

£5 will buy a collection of 500 artistes
every one different and post free

"The Performer" Tobacco Fund is a branch of the Newspapers Patriotic Tobacco Fund, which is approved by the War Office and licensed by the War Charities Act, 1916.

For 1/- we send "Smokes"
that would cost you 3/6
if you bought them
in a shop at home

A special arrangement has been made with Martins Ltd., 210, Piccadilly, London W., to pack and despatch these 1/- parcels duty free from in bond, thereby enabling "The Performer" Patriotic Tobacco Fund to send for 1/- what would cost 3/6 if bought in a shop at home. And the Military Authorities (through the Director General of Voluntary Organisations—Sir Edward Ward) have kindly undertaken to collect and deliver the parcels to the men at-the-Front free of charge

HIS MAJESTY THE KING

Patron

Vice Patron

H.R.H. The Duke of Connaught.

The Right Hon. G. Harcourt,

Secretary of State for the Colonies

Lord Northcliffe.

Vice-President—L.

Lord Northcliffe.

Vice-President—R.

Lord Northcliffe.

Earl of Liverpool K.C.M.G.,

Governor of New Zealand J.

Earl of Meath, K.P.

Earl of Selborne, K.C.

Viceroy of Gladstone, G.C.M.G.

Vicount Bryce, O.M.

Lord Dufferin, G.C.M.G.

Sir R. Munro Ferguson, G.C.M.G.

Governor-General of Australia

Vicount Bulwer, G.C.M.G.,

Governor-General of South Africa

Lord Islington, G.C.M.G., D.S.O.

Sir John Kirk.

Sir Starr Jameson, Bart.

Gen.-Major Sir Bevan Edwards,

Chairman Royal Colonial Institute

Gen.-Major Sir Robert Baden-Powell,

Gen.-Major Sir Charles Sturt,

Gen.-Major Sir Robert Baden-Powell,

President—A. P. G. & Co. Ltd., London.



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~~OVER-SEAS IMPERIAL FUND~~

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